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THE AMBASSADOR
Newfoundland & Labrador
Canada

Bringing Newfoundland and Labrador to the World

In this Issue...

- After a break in our publication schedule, The Ambassador returns with a new look, we hope you like it. As always, we welcome your comments.
- The Bonavista Peninsula is the focus of our cover story as we profile three area entrepreneurs who have been successful building business in rural Newfoundland.
- Pipes and drums, flume tanks, and pool tables on the Gander River... in this issue of the Ambassador

Did You Know

- Consumer spending is the largest component of GDP. In terms of growth in real per capita consumer spending, this province has outpaced all other provinces in recent years. Between 1996 and 2002, real spending per capita grew by 22.5%, almost nine percentage points higher than the national average.
- Dr. Proton Rahman, associate professor of medicine at Memorial University, has been named one of Canada's Top 40 Under 40 for 2003 by the Globe & Mail in its Report on Business magazine. Dr. Rahman is a consultant rheumatologist for the Health Care Corporation of St. John's, chief scientific officer for Newfound Genomics, and a clinician scientist with a strong research interest in genetics and the prognosis of rheumatic disease.
- The 2003 Call for Bids by the Canada-Newfoundland Offshore Petroleum Board received bids totaling $672,680,000. The exploration permits are located in the area known as the Orphan Basin, located approximately 200 nautical miles off Newfoundland's east coast.

PATERSON WOODWORKING

showing entrepreneurs the way

At the office in Upper Amherst Cove

When the need for a rural lifestyle beckoned, Mike Paterson answered the call. To get away from it all, he moved from Ontario to small town Newfoundland and Labrador in 1988. But he also wanted to own his own business and reap the benefits that come from being his own boss.

Upper Amherst Cove, near the tip of the Bonavista Peninsula, was the site Mike chose to start Paterson Woodworking. The remote location atop a hill overlooking scenic Blackhead Bay seemed the idyllic

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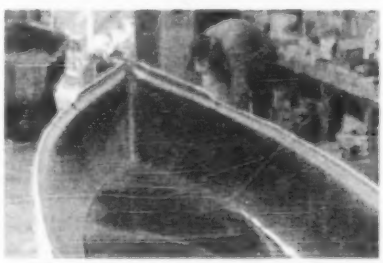
GEANGES MANUFACTURING

building the perfect boat



When the product you want is nowhere to be found, you build it. That was the guiding principle five years ago when brothers Tony and Dion Geange began building their Gander River boat.

A simple problem brought about a simple solution, and it's one that seems to be catching on. Avid outdoorsmen, the Geanges needed a new riverboat to replace their older wooden ones. The new boat would have to traverse the often rocky and shallow waters of the Gander River, known worldwide for its excellent fishing and hunting areas. Unable to purchase the right kind of boat, they took a century-old wooden boat design well-known in the Gander area and created a fiberglass version. Geanges Manufacturing was born.

The fibreglass Gander River boat has been a hit from the start said Regan Power,

... continued on page 3

Brian Ricks Photography

Success, it seems, attracts success. Mike Paterson's part of the provin e is becoming a hub of activity for the budding entrepreneur. In 1993, after spending seven years in Ontario learning his trade, Brian Ricks came back home and chose to start something other than your typical main street storefront.

He attended both the Toronto School of Art and Ryerson Polytechnical Institute's Stills Photography Program. He spent endless hours assisting commercial photographers, shooting everything from cars to Corn Flakes. Those varied shooting jobs helped to form Ricks' style and set him up with a good foundation of photographic knowledge.

As Paterson did, Ricks decided that the Bonavista Peninsula, specifically Middle Amherst Cove, offered as much for his business as did city life in St. John's. Now, with his new Studio Gallery and a place to call home, he has returned to his true passion of photographing Newfoundland and Labrador, its scenery, and its people.

His black and white prints (and the process he uses to create them) are meticulously crafted and are becoming an instantly recognizable 'gift from Newfoundland and Labrador' - available around the province and in St. John's.

www.brianricks.com

Fishers' Loft inn

John Fisher calls it a "symbiotic relationship that we have with Paterson Woodworking." The owner of Fishers' Loft Inn in Port Rexton says their business relationship has gone beyond the basic customer-client connection, and merely promoting each other's business.

Fishers' Loft Inn is a collection of structures which reflect the traditional architecture of Trinity Bay between 1850 and 1900. While traditional in look and feel, the buildings have been designed to ensure the guest's comfort, a combination of the old and new.

"Mike built most of the furniture here. I think his work is a signature piece for the Inn. Many of our guests comment on the furniture and will visit his showroom while they're in the area."

While the Inn may be considered a working resume for Paterson Woodworking, it is a great example of how successful rural business owners work together to promote each other, and their region, for the benefit of all.

www.fishersloft.com

Paterson ... *continued from page 1*

Mike Paterson

spot to get away from it all - but what about that new venture?

Since 1991, Paterson has created a business to suit his lifestyle - it helps that he is a master craftsman with a creative flair in the workshop. There is the renovated home, with the fully equipped woodworking shop across the street. Stacks of birch and spruce are drying naturally outside, and a new showroom has been built next door - the envy of any big city retail shop.

The quality craftsmanship is what sets Paterson's creations apart. The handcrafted chairs, armoires, beds and tables are a mix of meticulously researched reproductions and Paterson's own designs. Paterson has become the "go-to" guy when it comes to custom millworking and the timberframe construction making a resurgence in this part of Newfoundland and Labrador. He is currently working on historical restoration projects in the Trinity-Bonavista area all while maintaining a growing demand for his exquisite furniture pieces.

Paterson's company is part of a growing manufacturing sector traditionally dominated by wood pulp and seafood products. The value of manufacturing shipments in Newfoundland and Labrador increased from $1.58 billion in 1996 to $2.88 billion in 2003, representing nominal growth of almost 55% in seven years.

The quality work of Paterson and his six employees is gaining attention in publications, through his website, from TV production crews who seek out his unique business model and products in one of the more rural parts of Newfoundland and Labrador.

www.patersonwoodworking.com

INFOTECH CANADA

bringing portal solutions to new markets

Victor Bonnah and Steve Clarke are looking for a few good companies that want to grow to be great! The key according to Bonnah, is to implement business solutions that directly increase growth and help companies realize their maximum potential on- and off-line. This is done by focusing on the three most important aspects of business growth: reaching your prospects, customer conversion and customer retention.

Bonnah and Clarke own Infotech Canada, a company that specializes in developing internet portal solutions. They deliver high-end creative design, multimedia and back-end business solutions using world-wide based expertise and resources. The 35-person St. John's based company is rapidly expanding its markets into the Maritimes, Ontario and the United States.

It's not about the internet and having a website, according to Bonnah and Clarke, it's about connecting people with technology and providing your products and services in new and innovative ways. "The Internet is a tool, and it's changing the way all companies do business, no matter what that business is," Bonnah said, "ignoring these changes and missing opportunities leaves companies at risk of losing good sales opportunities."

Following the hype, then confusion surrounding the 'dot-com bubble', Infotech has become a player in the emergence of the 'technology partner' as part of the corporate structure.

Those capabilities were apparent as the company participated in the Team Canada Atlantic trade mission to Washington D.C. in 2003. "The Washington mission was very successful in providing real and significant business development opportunities," commented Bonnah, who plans on returning to Washington to secure some of the opportunities identified.

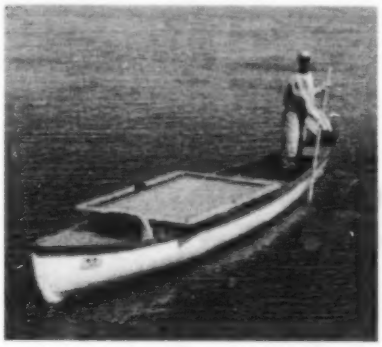
www.infotechcanada.com

Geanges *...continued from page 1*

the company's project manager. "The first half-dozen boats were sold before the Geanges had one for themselves," he said, "this was a product local guides and anglers had been wanting for a long time."

The boat resembles an elongated canoe, but with a difference. The Gander River boat the Geanges market is designed to handle outboard motors. The unique design of the rear of the boats allows it to motor through often rough and shallow waters without fear of damage to the motor's prop because it does not protrude below the bottom of the keel.

Tony, a carpenter and mechanic, and Dion, an aircraft mechanic and composites instructor, have turned their frustrated search for the right product into a thriving manufacturing business since 1999. The task of building a boat for themselves has spawned a five-person manufacturing facility with a product line that includes two models of river boats, a line of fibreglass canoes, recreational fishing boats, and recently a line of snowmobile sleds.



Yes, that's a pool table in a Gander River Boat

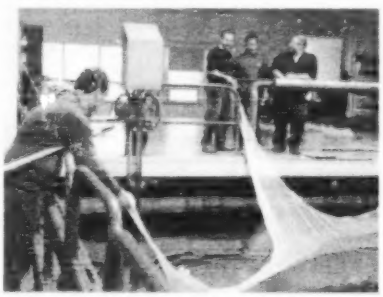
Since gaining Canadian Coast Guard Small Vessel Certification for all its boat models, the marketing waters may be more navigable. The Geanges are now widening their focus to the Atlantic Canadian and New England markets.

www.geanges.eberg.ca

A FUTURE FOR THE FISHERY

As the fishing industry adapts to dwindling stocks, and fishing different species in what science describes as a changing environment, along comes new technologies that could be the silver lining to what may have been just a dark cloud.

Fisheries technology is no stranger to Newfoundland and Labrador. Through Memorial University of Newfoundland, its Marine Institute and its Centre for Sustainable Aquatic Resources (CSAR), much of that new technology is being developed and tested.



The Centre's specialists have worked on a range of projects world wide from sea trials in Alaska to technology projects in Australia, for a variety of national and international clients

CSAR provides consultancy and technical services for fishermen, fishing equipment manufacturers/suppliers, other fishing industry groups and public and private organizations.

Previously known as the Fishing Technology Unit, CSAR is home to the world's largest flume tank. It is here that industry partners conduct research and development ventures with researchers, fishermen and institutions from all over the world.

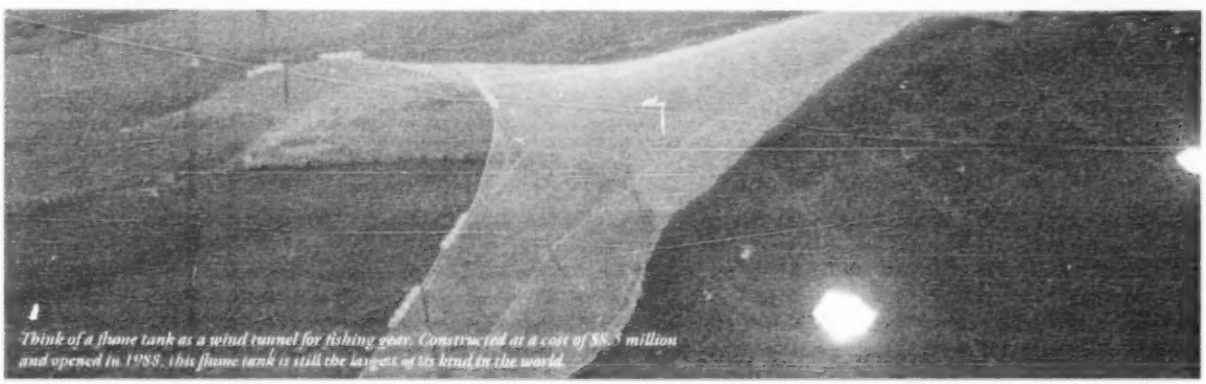
The Centre has a core staff in the disciplines of fisheries engineering, fish behaviour, fishing technology, fishing gear, and mechanical engineering. Additional expertise is available from other parts of the Marine Institute, other areas of the University, and other agencies through international collaboration.

"We have become a hub for a lot of these new innovations in gear design and testing," said Glenn Blackwood, Director at CSAR. "The current focus on sustainable fisheries has led to an increase in activity during the last few years."

One area of research that is paying off is the design of trawl nets that reduce the amount of by-catch of certain species. The immense glass tank, with its moving water and simulated seabed is connected to sensors and banks of computer data equipment that allow researchers to see something generations of fishermen before them never observed - how fishing nets actually fish.

www.mi.mun.ca/csar

The flume tank at the Centre for Sustainable Aquatic Resources provides a physical environment required to carry out performance evaluations, gear tests and other observations on newly developed or existing fishing gears and other related equipment in simulated underwater and near surface conditions



Think of a flume tank as a wind tunnel for fishing gear. Constructed at a cost of $8.5 million and opened in 1988, this flume tank is still the largest of its kind in the world.

CELTIC MUSIC CRAFTS

pipes and drums

Worldwide there are only about 50 makers of Uileann pipes, and O'Grady is among the best

The search for a career can sometimes take interesting twists and turns. But when you're good at something, the world will beat a path to your door. Neil O'Grady hopes they'll be marching using his drums.

O'Grady is the owner of Celtic Music Crafts in Carbonear, a home-based business that is making him a well-known name in Irish music circles. He is steadily building a clientele for his musical instruments all over the world.

In the early 1980's, O'Grady first heard the instrument that would evolve into an unusual career, building and maintaining Uilleann pipes.

Perhaps more commonly known as Irish bagpipes, these unique instruments bear only little resemblance to their more familiar Scottish Highland cousins.

Uilleann pipes date back about 300 years. Nearly extinct in the 19th century, they are making a resurgence in Ireland, North America and beyond.

O'Grady's search for pipe makers led him to Bruce Childress, whose pipes were seen in James Cameron's Titanic during the below-deck party scene. Childress became his mentor and taught him how to make the pipes.

Seeking to be employed at home, O'Grady decided to go into business for himself and crafted the pipes using Childress' technique.

Attention to meticulous detail make wood, animal skin and metal blend to produce pipes that O'Grady markets, a feat that still makes O'Grady smile when he gets phone calls and emails from any corner of the globe inquiring about his chanter, drones, regulators, bellows and bags.

These days O'Grady has expanded his business and has begun building bodhrans, those handheld drums familiar to any Celtic music enthusiast, and with the expert craftsmanship that has made his pipes popular, Celtic Music Crafts bodhrans are finding their way onto stages and into music stores everywhere.

home.thezone.net/~pipes

HELP spread the message!

Thank you for reading this edition of The Ambassador newsletter. We are always looking for ways to reach as many people as possible with the good news about business in Newfoundland and Labrador. If this copy of The Ambassador was mailed to you, pass it along, or request extra copies so you can **help spread the news**. If you're reading someone else's copy of the newsletter, contact us and we will put you on our mailing list. See our contact information at right.

Events, Missions and Exhibitions

EVENT	LOCATION	DATE	CONTACT	PHONE
Irish Business Mission	Ireland	Sep 25-30	Colin Maddock	738-8280
Feeding the Future 2004	St. John's, NL	Oct 14-15	Jason Higgins	729-1943
Ocean Innovation 2004	Victoria, BC	Oct 25-26	Darrell O'Neill	729-0680
Fish Canada Workboat West	Vancouver, BC	Nov 5-6	Paul Alexander	729-6223
New England Trade Mission	Boston, MA	Nov 5-10	Barry Snow	729-3356
Pacific Marine Expo	Seattle, WA	Nov 11-13	Paul Alexander	729-6223

Newfoundland & Labrador Canada

DEPARTMENT OF INNOVATION, TRADE AND RURAL DEVELOPMENT

This newsletter is the flagship of the Ambassador Newfoundland and Labrador Program (ANLP). ANLP is managed and delivered by the Department of Innovation, Trade and Rural Development, Honourable Kathy Dunderdale, Minister.

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